

December 2014

Dear Potential Sponsor:

***New Perspectives on the Past: 2015 NEW JERSEY HISTORY AND HISTORIC PRESERVATION***

**CONFERENCE** is scheduled for June 3-4, 2015 in Mount Laurel, New Jersey. The June 3 Opening Reception will be at "Towerview", the historic home of Senator Diane Allen and Samuel Leeds Allen. The conference on June 4 is co-hosted by the New Jersey Historic Trust, Historical Commission, Historic Preservation Office, and the Common Wealth of New Jersey.


This year's conference plenary speaker is Ruth Abram, founding president of the Lower East Side Tenement Museum and the International Coalition of Sites of Conscience. As an activist, historian and artist, she will discuss the necessity of history in today's fast-paced society. Throughout the day, classroom sessions and workshops will encourage discussion and exploration of current issues for professionals and volunteers in architecture, planning, museum and heritage site management, historic preservation commissions, archives and more.

The annual event relies on corporate support to make it sustainable. **I invite you to become a conference sponsor** and select from a variety of sponsorship levels that will provide high visibility for your organization. In addition to having your business name and logo on all conference advertising and your company's materials distributed to all participants, new benefit levels include Scholarship Sponsor, Educational Session Sponsor and Closing Plenary Sponsor.

Please review the attached sponsor opportunities and contact Catherine Goulet at 609 984 7071 to confirm availability. The sponsor commitment deadline is **March 15, 2015**. The deadline for submitting all related logos, advertisements and printed materials is **April 1, 2015**. All Sponsors and Advertisers can now register online. Follow the link at [www.njpreservationconference.org](http://www.njpreservationconference.org).

Your support will ensure the success of the **2015 NJ HISTORY AND HISTORIC PRESERVATION CONFERENCE** while providing you with increased visibility to our mutual audience.

Sincerely,



James A. Shissias  
President, Common Wealth of New Jersey

[WWW.NJPRESERVATIONCONFERENCE.ORG](http://WWW.NJPRESERVATIONCONFERENCE.ORG)

PO Box 457, TRENTON, NJ 08625 - 609 984 0473 - [NJHT@DCA.NJ.GOV](mailto:NJHT@DCA.NJ.GOV)

## 2015 SPONSOR BENEFITS

Sponsor commitments must be received by **MARCH 15, 2015**.

All payments and artwork must be received by **APRIL 1, 2015**.

Tote bag inserts must be received by **May 1, 2015**.

### Gala Reception Sponsor: \$5,000

*This is a rare opportunity to sponsor a gala event that will be held at "Towerview", the historic home of Senator Diane Allen and Samuel Leeds Allen on Wednesday, June 3 at 5:30 p.m. The evening's guest speaker is Robert Wittman, founder of the FBA National Art Crime Team and author the New York Times best-selling book Priceless: How I went Undercover to Rescue the World's Stolen Treasures. All attendees will receive a copy of the book.*

**Opening Reception Sponsor** receives name recognition, on-site signage and reception welcome opportunity.

Full page cover color ad in conference program.

Ten (10) June 4 conference registrations including lunch and reception (\$900 value).

Two (2) tickets to the Opening Reception on June 3 (\$100 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with June 4 conference tote bags.

### International: \$5,000

**Opening Plenary Sponsor** receives name recognition, on-site signage and morning podium opportunity.

Full page cover color ad in program.

Ten (10) registrations including lunch and reception (\$900 value).

Two (2) tickets to the Opening Reception on June 3, 2015 (\$100 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with conference tote bags.

### Art Deco: \$2,500

**Tote Bag Sponsor** receives name recognition on souvenir conference tote bag that is distributed to all attendees, speakers and exhibitors.

Full page color ad in program.

Six (6) registrations including lunch and reception (\$540 value).

Two (2) tickets to the Opening Reception on June 3, 2015 (\$100 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with conference tote bags.

### Craftsman: \$2,000 (limited to one sponsor)

**Student Poster Presentation Sponsor** receives name recognition for sponsoring the student poster contest. Opportunity to present prizes during the closing plenary.

Half page color ad in program.

Four (4) conference registrations including lunch and reception (\$360 value).

Two (2) tickets to the Opening Reception on June 3, 2015 (\$100 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with conference tote bags.

### Beaux Arts: \$1,500 (limited to one sponsor)

**Lanyard Sponsor** receive company name on official conference lanyard

Half page color ad in program.

Four (4) conference registrations including lunch and reception (\$360 value).

Two (2) tickets to the Opening Reception on June 3, 2015 (\$100 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with conference tote bags.

### Neoclassical: \$1,000

**Closing Plenary Sponsor** receives name recognition and on-site signage.

Half page color ad in program.

Four (4) conference registrations including lunch and reception (\$360 value).

Two (2) tickets to the Opening Reception on June 3, 2015 (\$100 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with conference tote bags.

### **New for 2015 - Victorian: \$750 (limited to two sponsors)**

**Scholarship Sponsor** receives name recognition for sponsoring five (5) one-day conference tickets to scholarship winners.

Quarter page color ad in program.

Two (2) conference registrations including lunch and reception (\$180 value).

Two (2) tickets to the Opening Reception on June 3, 2015 (\$100 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with conference tote bags.

### **Gothic: \$500**

**Educational Session Sponsor** receives name recognition and on-site signage for one classroom, workshop or tour (choice of session available on a first-come basis and limited to number of offered sessions).

Quarter page color ad in program.

Two (2) conference registrations including lunch and reception (\$180 value).

Two (2) tickets to the Opening Reception on June 3, 2015 (\$100 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with conference tote bags.

### **Italianate: \$250**

Business card ad in program.

One (1) conference registration including lunch and reception (\$90 value).

Company name on all printed materials and web site.

Opportunity to distribute literature with conference tote bags.

### **Georgian: \$100**

Company name on all printed materials and web site.

Program listing/ logo only (no registration included).

### **ADVERTISEMENT ONLY**

Full Page: \$1,000

Quarter Page: \$250

Half Page: \$500

Business Card: \$150

## PROGRAM BOOK AD SPECIFICATIONS

All artwork is due by **APRIL 1, 2015**.

Logos and advertisements may be in full color.

Full page, bleed: 8.125 inches wide by 11.25 inches high (including bleed)

Full page, non-bleed: 6.75 inches wide by 9.75 inches high

Half page, horizontal: 6.75 inches wide by 4.75 inches high

Half page vertical: 3.25 inches wide by 9.75 inches high

Quarter page: 3.25 inches by 4.75 inches high

Business Card: 3.25 inches wide by 1.87 inches high (93% of average business card)

## FORMAT SPECIFICATIONS

The company logo must be submitted as an illustrator EPS file with fonts converted to outlines. If no logo is provided, the company name will be used.

All ads must be submitted in high resolution PDF file format. If ads are not submitted in the required format, the company logo will be displayed in the ad space.

## SUBMISSIONS

You may upload your artwork online at the time that you register your sponsorship or email it by April 1, 2015 to: [catherine.goulet@dca.nj.gov](mailto:catherine.goulet@dca.nj.gov) or [njht@dca.nj.gov](mailto:njht@dca.nj.gov)

Mailing Address: New Jersey Historic Trust, Box 457, Trenton, NJ 08625

Delivery Address: 101 South Broad Street, 6th Floor, Trenton, NJ 08608

**All Sponsors and Advertisers can now register online. Follow the link at**

**[www.njpreservationconference.org](http://www.njpreservationconference.org)**

**For information about MARKETPLACE EXHIBIT SPACE, please contact Catherine Goulet at 609 984 7071.**

**[WWW.NJPRESERVATIONCONFERENCE.ORG](http://WWW.NJPRESERVATIONCONFERENCE.ORG)**

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